



# British Cycling North West Board

Annual Cycling Delivery Report – 2019



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## 1. Introduction

This report gives an overview of the activity carried out by British Cycling's NW Cycling Delivery Team in the North West region during the last year. It is reflected in the new Regional Delivery Plan 2019/20 that has been agreed and adopted by the NW Regional Board.

## 2. Cycling Delivery - Regional Team

As the NW Board will be aware, British Cycling finalised a restructure of the whole organisation in the autumn of 2018. The current NW regional team is shown in the diagram below.

### MEET THE REGIONAL DELIVERY TEAM...



## 3. Cycling Delivery Overview – North West

In the North West region, the partnership landscape with local authorities has changed during the course of the last year. Specifically, we have partnership agreements in place with the following organisations:

- Manchester City Council (MCC)
- Lancashire County Council (LCC).

Our partnerships with Liverpool City Council and Cumbria County Council ended. We continue to deliver our ride programmes in all areas of the region and will revisit potential new partnership arrangements with these and other local authorities in the future.

We are currently exploring opportunities with Warrington, Wirral, Tameside, Wigan, Salford, Preston and Stockport Councils. The NW Board will be advised further as matters progress.

### 3.1. British Cycling Lancashire Partnership Update

British Cycling signed a new two-year partnership with Lancashire County Council in 2019. This focuses on the delivery and maximisation of the British Cycling recreational ride programmes; Breeze, Guided Rides, Ride Social across the county.

### 3.2. British Cycling Manchester Partnership Update

The existing multi-year partnership with Manchester City Council goes from strength to strength. After a very successful 2018 during which 13,000 people attended Let's Ride Manchester, we are approaching a fantastic end to the summer of 2019 with the final stage of the Tour of Britain coming to the City on the 14<sup>th</sup> September and Let's Ride Manchester on the 15<sup>th</sup> September!

### 3.3. British Cycling – other regional developments

During 2019, Cumbria appointed its first Bicycle Mayor, Richard Ingham, British Cycling's own Guided Ride Coordinator in the region. This is an exciting development and one which can only greatly assist the growth of cycling in the county.

In 2018, we held our inaugural Let's Ride the Lakes event at Brockholes on Windermere. 700 people attended on a very typical blustery Lake District day!

In total, our Let's Ride festivals in the NW secured an attendance of 53,700 people (Manchester, Liverpool, Blackpool and The Lakes).

### 3.4. British Cycling Membership in the NW

British Cycling membership in the region currently stands at 16,456 of which 13,677 (83%) are male. The region accounts for 11.6% of the total membership in England. 1,511 are Junior, Youth or U12 (9%).

### 3.5. Cycle Sport

458 cycle sport events were held in the region in the year to the 31<sup>st</sup> March 2019. These were broken down as follows:

Cycle Sport Discipline	Number of Events
BMX	77
Closed Circuit	152
Cycle Speedway	53
Cyclo Cross	18
MTB (4X, DH, Endurance, XC)	29
Road	30
Time Trial	1
Track	31
Track League	67
<b>TOTAL</b>	<b>458</b>

### 3.6. Go Ride / RSR NW Region

Go-Ride and Ready Set Ride performed well as follows:

Go-Ride sessions	335
Go-Ride Throughput	5,907
Ready Set Ride Throughput	2,333

### 3.7. British Cycling Workforce

The NW region currently has 2,033 trained volunteers across all disciplines including both cycle sport and recreational riding. This year has seen some challenges in securing the necessary number of Accredited Marshalls however a further 22 were trained in the summer greatly adding to the region's workforce.

Without the tremendous commitment and passion of all our volunteers, we would not be able to deliver the events that we do and our grateful thanks go out to all involved.

### 3.8. Recreational Ride Programme delivery statistics

The table below gives a summary of the activity carried out in each partnership area in the Northwest. The table shows the full year 2018/19 compared to the previous year.

	2017/18	2018/19
<b>HSBC Ride Social</b>		
Rides taken place	909	589
Participants	4080	3,877
Unrecorded throughput	2041	1,103
Buddies	398	416
Groups	39	30
<b>HSBC Breeze</b>		
Rides taken place	1018	1,037
Participants	4381	4,340
Unrecorded throughput	1110	614
Champions active	108	107
<b>HSBC Guided Rides</b>		
Rides taken place	304	506
Registrations	2171	2,359
Participants	2193	2,563
Attendance rate	101%	109%
Active Ride Leaders	177	106
Routes	343	337
<b>Total</b>		
<b>Total participants</b>	10624	10,780
<b>Unrecorded Throughput*</b>	3151	1,717
<b>Rides</b>	2231	2,132
<b>Grand total throughput</b>	<b>13775</b>	<b>12,912</b>

### 3.9. The Power of Cycling

As well as measuring attendance on our programmes we measure our programme's impact in our partnership areas. We are able to give an indication of the contribution our programmes make to the economy, the environment and public health in our partnership areas.

<b>Economic</b>	<b>Health</b>
Investment in to the Economy	£ Saved Though Increased Activity
£8,800,998	£24,090,897
<b>Environmental</b>	
Number of new commuters	CO2 savings (tonnes)
53,246	4,792

N.B. Please see Appendix 1 to read the methodology behind these statistics.

These figures, in the main, are strong given the ending of significant partnerships in Liverpool and Cumbria and is a testament to the quality, passion and commitment of our volunteer ride leaders throughout the region.

### 4. Other Achievements and Actions

The Cycling Delivery Team has, for the first time, now developed its NW Regional Delivery Plan 2019/20 to help guide activities across all areas in the NW. Copies of the plan are available on request.

Some specific developments to note and look out for include:

- We are exploring opportunities to work with Liverpool City Region in 2019 onwards.
- In Greater Manchester we are in continued conversation with the GMCA and Mayor's Office and the Cycling and Walking Commissioner - Chris Boardman
- We are working with a range of partners to deliver Places to Ride facility and equipment funding opportunities across the region.
- In 2019, we have 3 stages of the Tour of Britain coming to the region; Kendal, Wirral and Manchester.

### 5. Contact details and more information

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# Appendix 1

## Reporting calculations

### Unrecorded throughput

Our research tells us that, while we are successful in encouraging people to cycle more often through delivery of guided rides, routes or the inspiration of the overall campaign effect, **not everyone will record their activities with us** as they continue to ride in other ways apart from our programmes.

Nevertheless, the positive effect of our campaign is what has prompted this activity, and the good news is that we are able to monitor overall levels and attribute an additional proportion as 'unrecorded' activity in Lancashire. This means that even if people don't use Ride Social to plan their routes and record their rides, or perhaps just pull out their bike for a quick ride with friends, we can still include this activity as a positive outcome of our work. The calculation is based on survey responses from our participants and volunteer workforce.

- % delivering rides but not publishing on gsr.com
- On average how many rides they deliver per year
- On average how many participants attend each ride

### Health saving

This is the estimated financial savings through reduced mortality rate created by an increase in cycling volume that can be attributed to our programmes. It's calculated by taking the overall number of participants across all programmes, collecting baseline cycling frequency at registration for each programme, measuring the increase in cycling frequency post-event for each programme (participants have to state they will definitely cycle more as a result of the intervention), and finally establishing a sum saved per person through validated methods used by the World Health Organisation.

### Economic impact

This is the estimated monetary value of the behavioural change impact of all British Cycling programmes. The calculation is based upon the Gross Cycling Product of a new occasional, regular or frequent cyclist (as measured by the LSE British Cycling Economy Report) and the estimated conversion rates of our programmes (participants have to state they will definitely cycle more as a result of the intervention). This figure can be used to illustrate the return on investment in terms of impact on the local economy.

### Environmental impact

28% of cyclists engaged through our programmes have the propensity to sustain or increase their commuting by bike. Based on this %, the number of new occasional, regular or frequent cyclists and the estimated conversion rates of our programmes we can calculate the number of new commuters. The source of data is our annual participation survey and the goskyride.com database. Using DfT average commuter statistics and average MPG for car usage we have developed a CO2 saving of 0.23 tonnes per commuter per annum.